

**Listing of Claims:**

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Currently Amended) A method for transmitting requested content items in a broadband transmission system comprising:

receiving requests for a plurality of content items on an upstream path of said broadband transmission system;

creating a list of said content items;

creating a request count for each content item of said plurality of content items;

sorting said requests using said count; and

transmitting content items with a higher count more frequently than content items with a lower count; and

broadcasting the transmitted content items via a downstream requesting transceiver.

2. (Original) The method of claim 1 wherein said request count is the number of requests received during a predefined time period for each content item of said plurality of content items.

3. (Currently Amended) The method of claim 1 further comprising: removing said content item from said list of content items if said count is equal to or less than a first predetermined ~~number~~ content access count.

4. (Currently Amended) The method of claim 1 wherein said step of transmitting further comprises: grouping content items with a count greater than or equal to a second predetermined access count ~~number~~ into a transmit group.

5. (Currently Amended) A method for optimizing transmit bandwidth utilization in a broadband transmission system employing a content item list comprising:

receiving requests on an upstream path of said broadband transmission system for transmission of a plurality of content items;

adding one content item of said plurality of content items to said content item list if said one content item is not in said content item list;

determining a rate of request for each content item contained in said content item list;

deleting content items from said content list for which the number of requests during a predefined time are less than or equal to a predefined rate of request; and

transmitting content items in said content item list; and

broadcasting the transmitted content items to a downstream requesting transceiver display.

6. (Original) The method of claim 5 wherein said step of transmitting further comprises: transmitting content items with a higher rate of request more frequently than content items with a lower rate of request.

7. (Original) The method of claim 6 wherein said step of transmitting further comprises: grouping of a plurality of said content items into a transmit package wherein said transmit package is of a predetermined maximum size.

8. (Original) The method of claim 6 wherein said step of transmitting further comprises: merging said content items with other transmitted data.

9. (Currently Amended) A system for optimizing bandwidth utilization in a broadband transmission system comprising:

a first database containing a plurality of content items;

a second database containing user request information for said content items;

a transmit unit;

a server computer; and

a software program that processes said request information received across said broadband transmission system and determines a rate of request for each content item of said plurality of content items in said first database, ~~and~~ establishes a frequency of transmission for each content item of said plurality of content items in said first database responsive to said rate of request for each content item of said plurality of content items in said first database and broadcasts the transmitted content items via the transmit unit to a downstream requesting transceiver display.

10. (Original) The system of claim 9 wherein said transmit unit is a television transmitter.

11. (Original) The system of claim 9 wherein said transmit unit is a server computer connected to a network.

12. (Original) The system of claim 9 further comprising: a third database containing only those of said content items corresponding to said user request information for said content items.

13. (Currently Amended) The software program of claim 9 wherein said frequency rate of transmission is further responsive to available bandwidth for content item broadcast.

14. (Currently Amended) The software program of claim 9 wherein said frequency rate of transmission is further responsive to duration of each content item of said plurality of content items in said first database.

15. (Currently Amended) A method for managing information transmission in a broadband transmission system comprising:

receiving a plurality of requests across said broadband transmission system, each request of said plurality of requests specifying a program and content element of said program wherein said plurality of requests include a plurality of different programs;

determining a rate of request for each program of said plurality of different programs;  
determining a rate of request for each content element for each program of said plurality of different programs;

establishing a broadcast schedule for at least two programs of said plurality of different programs wherein said broadcast schedule is responsive ~~response~~ to said rate of request for said each program and each program of said at least two programs contains at least one content element, the selection thereof responsive to said rate of request for each content element for each program; and

broadcasting the transmitted content items to a downstream requesting transceiver display.